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EX PARTE OR LATE FILED



March 18, 1999

EX PARTE PRESENTATION

Magalie Roman Salas, Esq.  
Secretary  
Federal Communications Commission  
Portals II Building  
445 Twelfth Street, SW  
Washington, DC 20554

RECEIVED  
MAR 18 1999  
FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

Re: *In the Matter of Applications for Transfer of Control to SBC  
Communications Inc. of Licenses and Authorizations Held by Ameritech  
Corporation, CC Docket No. 98-141*

Dear Ms. Salas:

Please be advised that today the attached news release and associated news clips were delivered to the Chairman and each Commissioner, Kathy Brown, Tom Power, Paul Gallant, Kyle Dixon, Kevin Martin, Linda Kinney, Tom Krattenmaker, Bill Rogerson, Johnson Garrett, Pamela Megna, Marilyn Simon, Donald Stockdale, Carol Matthey, Michelle Carey, Jennifer Fabian, Bill Dever and Audrey Wright.

The news release announces that, since the merger of Pacific Telesis and SBC Communications, Pacific Bell has added more than 4,000 new jobs in California. Significantly, the majority of these new jobs have been in "customer facing" positions, notably outside service technicians and service representatives. Furthermore, with respect to job creation in California, SBC has exceeded its commitment to the people of California four-fold.

In accordance with the Commission's rules concerning ex parte presentations, an original and two copies of this notice are included for the record.

Respectfully submitted,

*Zeke Robertson*

Attachments

cc: Chairman and Commissioners  
Staff Identified Above

No. of Copies 012  
DATE CODE



SBC Communications Inc.

## *News Release*

Contact: John Britton (415) 537-3360

### **PACIFIC BELL HIRING SOARS FOR CUSTOMER SERVICE JOBS**

#### **SBC Adds 4,000 California Jobs Since 1997 Merger**

LOS ANGELES (March 15, 1999) – Pacific Bell has added more than 1,000 new customer service representative and technician positions in the first two months of 1999 and is actively recruiting applicants for hundreds of additional new jobs.

The hiring surge is designed to enhance service and meet the soaring demand for telecommunications in California. Since the April 1, 1997 merger of SBC and Pacific Telesis, Pacific Bell and its affiliated companies have added more than 4,000 new jobs to its California payroll.

“When our companies merged less than two years ago, we promised to create 1,000 new jobs in California. In fact, we have exceeded that commitment fourfold,” said Ed Whitacre, chairman and chief executive officer of SBC Communications, the parent company of Pacific Bell. “Meeting commitments is at the root of our operating philosophy; exceeding them is our practice. Creating so many quality jobs is yet another aspect of a merger that has been a win-win for California.”

In 1997, the Pacific Bell companies added more new jobs than the net total of the five other largest employers in California combined, according to the state Employment Development Department.

Whitacre, who is speaking today to the Town Hall forum in Los Angeles, said that attracting quality employees is a top priority for Pacific Bell.

- more -

## **Pacific Bell Hiring Soars/ Add One**

“Recruiting is especially important for us as we add more customer-facing positions to enhance the services that we offer,” Whitacre said. “In today’s competitive market, service will make the difference when customers choose a telecommunications provider.”

Pacific Bell provides service, for example, to customers in seven languages. Many of the positions that are available will be for bilingual representatives.

The majority of Pacific Bell’s new jobs in the past two years have been in customer facing positions, notably outside service technicians and service representatives.

The telephone customer service representative positions currently available and that will be added throughout the year are in residential service centers. Representatives will be trained to respond to calls from Pacific Bell customers and to answer questions on products and services.

Outside service positions are needed to keep pace with the demand for new lines and new services such as Asymmetrical Digital Subscriber Lines (ADSL).

The positions range as high as \$40,000 per year for experienced service representatives and \$47,000 for experienced service technicians. The jobs are union-represented and offer benefits packages that include medical, dental and vision care, as well as a savings and pension plan.

Prospective applicants are encouraged to call 1-800-924-JOBS for more information on openings and the process for submitting a job application. Information is also available on the Web at [www.pacbell.com/careers](http://www.pacbell.com/careers).

***SBC Communications Inc. ([www.sbc.com](http://www.sbc.com)) is a global leader in the telecommunications industry, with more than 37 million access lines and 6.9 million wireless customers across the United States, as well as investments in telecommunications businesses in 11 countries. Under the Southwestern Bell, Pacific Bell, SNET, Nevada Bell and Cellular One brands, SBC, through its subsidiaries, offers a wide range of innovative services. SBC offers local and long-distance telephone service, wireless communications, data communications, paging, Internet access, and messaging, as well as telecommunications equipment, and directory advertising and publishing. SBC has more than 129,000 employees and its annual revenues rank it in the top 50 among Fortune 500 companies.***

**##**

# San Jose Mercury News

*Serving Northern California Since 1851*

Tuesday, March 16, 1999

## Pac Bell to expand telecom workforce

BY DEBORAH KONG  
*Mercury News Staff Writer*

**S**crambling to keep up with California's thirst for additional phone lines and high-speed Internet access, Pacific Bell plans to hire 1,800 new workers in the next six months -- 900 of them in the Bay Area, a top official said Monday.

It may not be easy to find them, though. In the competitive Silicon Valley telecommunications industry, scores of companies are vying to hire qualified customer service representatives and service technicians.

Tele-Communications Inc., the Bay Area's dominant cable TV provider, also plans to hire 800 to 900 employees in the Bay Area this year to keep up with the growth of its business, said spokesman Andrew Johnson.

The two companies are battling for residential customers willing to pay between \$40 and \$50 a month for high-speed Internet connections. AT&T Corp., which is buying TCI, also is taking aim at Pac Bell's local telephone service. It plans a trial of its own phone-over-cable service in Fremont this year.

How long customers wait on hold, when they get that second phone line or cable service installed and how quickly they receive high-speed Internet access will depend on how successful TCI and Pac Bell are in meeting their hiring goals.

"In today's competitive market, service will make the difference when customers choose a telecommunications provider," Ed Whitacre, chairman and chief executive of Pac Bell's parent company SBC Communications, told a Los Angeles business forum

during a speech on the company's future.

The new hires will bring the number of California employees to almost 56,000 -- up from a low of about 45,000 in 1996. That's still well below the level of 15 years ago, when AT&T was split up, creating regional telephone companies like Pacific Bell.

In the Bay Area, Pac Bell is looking for 400 service representatives to answer customers' calls about establishing service or reporting problems; 200 operators to provide directory assistance service and about 330 service technicians to visit customers' homes to perform installations and repairs.

The company also sends technicians to customers' homes to set up high-speed Internet service.

Salaries, excluding overtime, range from \$18,460 to \$40,000 a year for service representatives; for technicians the range is from \$19,240 to \$47,000.

"It is harder to hire people in the Silicon Valley," said Pac Bell spokesman John Britton. "There's tremendous competition for these workers."

Since the beginning of the year, Pac Bell has added about 1,800 new employees to keep up with demand. Customers are asking for numerous second lines for Internet access, home offices and teenagers -- the number of lines installed statewide increased from 360,000 in 1995 to 750,000 in the first nine months of 1998.

TCI is also seeking installers, technicians and customer service representatives that it will use to possibly expand installation hours to evenings and weekends, and more quickly deploy high-speed

Internet service in areas where cable networks have been upgraded.

"I imagine both of us face the same situation," TCI's Johnson said of Pac Bell. "You spend a significant amount of time and effort and money just trying to recruit good people. You get them trained and inevitably, as we've seen in the South Bay in particular, a software company will come along" and offer a job.

Charles Carbone of the Utility Consumers' Action Network said he hopes Pac Bell's hiring plans will speed the availability of its high-speed data services.

"What they are trying to do in a long overdue fashion is to play catch up and match the real demand of the market," Carbone said. "If people are being hired to address those problems it's long overdue and we're glad to see it."

Union vice-president Bill Quirk said he is encouraged by the hiring. "It's usually good for job security for our members," said Quirk, whose Communications Workers of America represents about 80,000 workers in California, Hawaii and Nevada.

Pac Bell officials said the company's investments have reduced complaints about delays in installation, repairs and other telephone services.

Last week, the state's Public Utilities Commission released a report on customer complaints about telephone service showing that the Bay area ranked the top in the state, representing half of all complaints received by the commission's consumer affairs branch in 1998. The number of Bay Area complaints fell from 696 in 1997 to 302 in 1998.

# The Oakland Tribune

FRIEND OF THE PEOPLE IT SERVES

Tuesday, March 16, 1999

BUSINESS, Front Page

## PacBell feeding hiring frenzy

By Eve Mitchell  
BUSINESS WRITER

The soaring demand for new phone service, whether it be for a second line in the home, a faster Internet connection, or wireless service, is leading to an industry hiring binge by Pacific Bell and other telecommunications competitors.

And the feeding frenzy for workers is just beginning. Pacific Bell alone has added 539 positions in the Bay Area and hopes to fill another 900 positions in the Bay Area in the

coming months. Statewide, the telecom giant added nearly 1,800 positions in January and February, mostly for customer service representatives, information operators and service technicians.

In addition, Sprint PCS, with Northern California offices in Pleasanton, boosted its work force nationwide by 28 percent last year over 1997.

PacBell said that the new jobs are being created to help meet increased customer demand for additional phone lines and for new services such as Asymmetrical Digital Subscriber Line, which provides phone customers with a high-speed connection to the Internet.

In all, there has been a net gain of 4,000 PacBell jobs since the company merged in 1997 with Texas-based SBC Communications Inc.

"(At the time of the merger), we promised to create 1,000 new jobs in California,

In fact, we have exceeded that commitment fourfold," Ed Whitacre, chairman and chief executive officer of SBC, said Monday at a town hall forum in Los Angeles.

But the jobs picture isn't totally rosy, according to one union that represents PacBell workers.

Alicia Ribetiro, of San Jose-based Local 103 of the Telecommunications International Union, said most of the new jobs are low-paying positions and that other better-paying jobs were eliminated as a result of the PacBell-SBC merger.

"(The merger) has added jobs, but taken a lot of (high-paying) jobs away," Ribetiro said.

Advancement in technology has driven the employment expansion at Sprint PCS, according to company spokesman Tom Murphy.

The Kansas City, Mo.-based company has more than 10,000 employees, compared with just 2,000 employees three years ago. The boom has been a result of Sprint PCS' expansion of its national wireless network, which now serves 47 states.

The company declined to break down its local hiring.

"We added 2,000 employees during all of 1998. It's a

growing business that's very competitive," Murphy said, adding that the positions have been in sales and marketing, customer service and technical support, such as wireless engineers.

AT&T spokesman James Peterson said while the number of employees has declined overall nationally in the last few years, the company has added positions in sales and marketing and the Internet and wireless businesses.

Demand for  
services has  
industry  
increasing  
its payroll

Please see PacBell, BUSINESS-5